

BIC REFERENCE MATERIALS

November 1999

At SBA, we recognize that not all small business owners are comfortable with high technology. That's why we have an extensive library of small business reference books, periodicals and videotapes PLUS a quiet atmosphere where you can work on your business and marketing plans. These materials are updated regularly. There's also staff to help you find what you need. We invite you to come back often.

OASIS/PSI RESEARCH

Bottom Line Basics

Business Environmental Handbook

Business Owners Guide Bookkeeping
and Accounting

Buyer's Guide To Business Insurance

California Corp. Formation Package

Collection Techniques Small Business

Company Policy & Personnel Workbook

Company Policy Binder & ASCII Text
Files IBM

Company Relocation Handbook

Comp Control: Secrets to Reducing
Costs

Complete Book of Business Forms

Connecting OnLine

Customer Engineering

Develop & Market Creative Business
Ideas

Doing Business In Russia

Draw The Line

Essential Corporation Handbook

Essential Limited Liability

Essentials: Tomorrow's Leaders

Export Now

Financial Management Techniques

Finance Your Small Business

Financial Templates IBM

Financial Templates MAC

Franchise Bible

Friendship Marketing

Funding High Tech Ventures

Home Business Made Easy

Information Breakthrough

November 1999

Insider's Guide to Small Business Loans

Instacorp - Book and Software

Insurance Assistant Software/Windows
& Binder

Joysticks, Blinking Lights, Trills &
Things

Keeping Score

Know Your Market

Legal Expense Defense

Location, Location, Location

Mail Order Legal Guide

Managing People

Marketing Mastery

Money Connection

Moonlighting: Earning a 2nd Income

People Investment

Power Marketing

Profit Power

Proposal Development

Raising Capital

Renaissance 2000: Liberal Arts

Retail in Detail

Safety Law Compliance for California

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Businesses

Secrets: Buying & Selling a Business

Secure Your Future

Small Business Insider's Guide to
Bankers

Start Your Business

Start Your Business Book & Windows
Software

Starting & Operating A Business in 51
States (51 Manuals)

Successful Business Plan Binder &
Windows

Successful Business Plan: Secrets &
Strategies

Successful Network Marketing

Survey Genie - Customer Edition IBM

Survey Guide - Employee Edition IBM

Surviving and Prospering Business
Partnership

TargetSmart

Thrills & things

Top Tax Saving Ideas

Which Business

Write Your Business Contracts

New State-Specific Series in Specified and Adjacent States

SmartStart Your Alabama Business

SmartStart Your ArizonaBusiness

SmartStart Your Arkansas Business

SmartStart Your California Business

SmartStart Your Colorado Business

SmartStart Your Connecticut Business

SmartStart Your Florida Business

SmartStart Your Georgia Business

SmartStart Your Hawaii Business

SmartStart Your Illinois Business

SmartStart Your Indiana Business

SmartStart Your Iowa Business

SmartStart Your Kansas Business

SmartStart Your Kentucky Business

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SmartStart Your Maryland Business

SmartStart Your Massachusetts Business

SmartStart Your Michigan Business

SmartStart Your Minnesota Business

SmartStart Your Missouri Business

SmartStart Your Nebraska Business

SmartStart Your New Hampshire Business

SmartStart Your New Mexico Business

SmartStart Your New Jersay Business

SmartStart Your New York Business

SmartStart Your North Carolina Business

SmartStart Your Ohio Business

SmartStart Your Oklahoma Business

SmartStart Your Oregon Business

SmartStart Your Pennsylvania Business

SmartStart Your South Carolina Business

SmartStart Your Tennessee Business

SmartStart Your Texas Business

SmartStart Your Virginia Business

SmartStart Your Washington Business

SmartStart Your Washington DC Business

SmartStart Your Wisconsin Business

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THE ENTREPRENEUR GROUP

1015 Mail Order	1221 Computer Consulting
1034 Janitorial Service	1222 Multi-Level Marketing
1042 Mini Warehouse	1224 Limousine Service
1058 Child Care	1228 Executive Recruiting
1071 Seminar Promoting	1229 Consignment Clothing
1076 Car Wash	1237 Information Broker
1092 Import/Export	1265 Home Computer
1146 Auto Detailing	1278 Bed and Breakfast
1151 Consulting Business	1279 Restaurant Start
1154 Travel Agency	1282 Herb Farming
1156 Sandwich Shop/Deli	1288 Desktop Publishing
1158 Specialty Bakery	1304 Craft Business
1160 Maid Service	1306 Gift Basket
1162 Laundry	1310 Personal Shopping Service
1170 Hair Salon/Family	1313 Event Planning Planner
1186 Bar/Tavern	1328 Freight Broker
1189 Temp Help	1330 Bridal Consultant
1198 Lawn Care	1334 Home Inspection
1202 Coffee House	1345 Medical Claims
1207 Collection Agency	1363 Utility and Telephone Bills

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1369 Home Health-Care Agency
1371 Financial Aid Services
1375 Coin-Operated Vending Machine
1386 Specialty Travel and Tours
1391 Wholesale Distributing Business
1392 Medical Transcription
1393 The Internet Entrepreneur
1800 Business Plan
1806 Entrepreneur's Guide to Raising
 Money
1807 Guide to Buying a Franchise
1808 Guide to Franchising and
 Expanding your Business
1809 Marketing & Sales
1811 Starting Your Own Business
1812 Managing a Small Business
1813 Bringing Your Own Product
 to Market
1815 Starting and Running Your
 Homebased Business
3500 Small Business Encyclopedia
 Vol. 1-3

Discontinued by Entrepreneur

As of 1-30-99

1007 Pet Shop

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1012 Window Washing Service
1006 Pizzeria
1022 Bicycle/Moped Store
1024 Liquor Store
1031 Parking Lot Striping
1033 Pet Hotel and Grooming
1136 Word Processing Service (Secretarial)
1037 Dry Cleaning
1043 Tee Shirt Shop
1046 Self-Improvement Seminar
1051 Employment Agency
1053 Carpet Cleaning Service
1055 Fried Chicken Take-Out
1056 Mobile Restaurant
1067 Newsletter
1091 Burglar Alarm Sales
1098 Liquidator-Goods Broker
1100 Pinball and Electronic Games
1107 Women Apparel Shop
1108 Used Car Agency
1111 Promotional Gimmicks
1117 Used Bookstore

1128 Soup Bar	1242 Balloon Delivery
1132 Hobby Shop	1245 Typesetting Service
1133 Fabric Shop/Discount	1249 House Painting
1143 Flower Shop	1254 Entrepreneurial Quiz
1148 Telephone Answering Service	1256 Computer Repair Service
1150 Mobile Surface Cleaning	1258 Freelance Commercial
1152 Lingerie Shop	1260 Resume Writing and Career
1161 Children Apparel Store	1261 Software Retail Store
1172 Physical Fitness Center	1262 PVC Furniture
1173 Convenience Food	1264 Image Consulting
182 Wedding Shop	1274 Nail Salon
1194 Dating Service	1277 Beauty Supply
1192 Video Cassette Retail Store	1280 Pest Control
1204 Video Taping Service	1283 Party Goods Gift Shop
1209 One Hour Photo	1284 Real Estate Investment
1212 Consignment Furniture	1285 Pool Cleaning Repair
1215 Food & Party Catering	1286 Sporting Goods
1223 Ad Agency	1287 Packaging and Shipping
1226 TV and Movie Production	1290 Sweats Only
1227 Government Contract	1292 Advertising Specialties
1232 Coupon Mailers	1293 Children's Bookstore
1236 Apartment Preparation	1296 Health Food Vitamin

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1298 Copy Shop	1349 Home Entertainment
1299 Vending Business	1351 Recycling Consultant
1307 Business Development	1352 Garage Detailing Service
1308 Compact Disc Store	1353 Language Translation Service
1309 Check Cashing Service	1355 Home Remodeling Services
1314 Interior Design	1356 Family Recipe
1315 SBA Loan Guide	1358 Unpacking Service
1317 Business Brokerage	1359 Operating a 900 Number
1319 Standard Business Forms	1360 Collectibles
1320 Private Investigator	1361 Mobile Frozen Yogurt
1321 Cartoon Animation Store	1362 Mobile Window Services
1323 Kiosks and Carts Business	1365 Audio Bookstore
1324 Public Relations Agency	1366 Property Tax Consultant
1332 Mobile Bookkeeping	1367 Microbrewery
1333 Women's Accessories	1368 Personalized Children's Books
1336 Instant Sign Store	1370 Mobile Auto Inspection
1339 Referral Service	1371 Professional Organizer
1341 Pet Sitting	1373 Food Court Restaurant
1342 Mobile D J	1376 Environmental Services
1343 Mini-Blind Cleaning	1377 Graphic Design
1347 Child Service	1378 Computer Learning Center
1348 Food Delivery Service	1379 Body Care Botique

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1380 Damage Restoration	8600 Art of Gift Basket Video
1381 Antique Sales and Restoration	8601 Silk Plant Video
1382 Laser/FAX Maintenance	8602 Auto Detailing Video
1383 Automotive Services	8604 Event Planning
1384 Transportation Services	8605 Wedding Planning Video
1385 Multimedia Service	
1387 Business Plan Package	
1388 Billiard Hall	
1389 Outplacement Service	
1390 Electronic Bulletin Board Service	
1394 Ceramic Pottery Store	
1700 Entrepreneurial Woman Guide	
1701 25 Hottest Businesses in the Nineties	
1702 The Best Part-Time Businesses	
1703 The Top Low-Investment Businesses for the 90s	
1801 Managing Personnel Small Business	
1803 Smart Selling	
1804 Homebased Business Resource	
1962 Money Broker	
2334 Computer On Line Shopping	
7100 How To Incorporate	
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UPSTART/DEARBORN PUBLISHING

Anatomy of a Business Plan

Automate Your Business Plan Software

Borrowing for Your Business

Borrowing for Your Business 2nd

Business Agreements Kit

Business & Legal System: MYSB

Business Plan Templates

Business Planning Guide-7th edition

Business Planning Guide CD-Rom

Cash Flow Control Guide

Complete Guide to Selling Business

Corporate Forms Kit

Creating Customers

Entrepreneur Learning Kit

Export Profits

Financial Essentials for Small
Businesses

Financial Troubleshooting

Finding Money for Your Small Business

43 Proven Ways to Raise Capital

Home Based Entrepreneur

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How to Form Your Own LLC

Human Resources: MYSB

Keeping the Books

Let Your Customers..Talking

Managing by the Numbers

Market Planning Guide-4th Edition

Marketing: Mastering Your Small Business

Point & Click Business Builder

Problems & Solutions in Small Business
Management

Small Business Survival Kit

Start Up Guide-2nd Edition

Steps to Small Business Start Up

Talking With Your Customers

Target Marketing for Small Business

Total Quality Management:
MYSB

Upstart/Dearborn Discontinued

American Disability Act Handbook	Owning and Managing a Bed and Breakfast
Complete Guide to S Corp	Owning and Managing a Consulting Business
Complete Guide to Consulting Success	Personnel Planning Guide
Small Business Legal Handbook	Problem Employees
From Kitchen to Market	Restaurant Planning Guide
How to Buy a Business	Small Business Computer Book
How to Get Your Own Trademark-Revised	Successful Retailing-2nd Edition
Marketing Your Invention	Woman Entrepreneur
On Your Own-2nd Edition	
Owning and Managing a Bar or Tavern	

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INC. BUSINESS RESOURCE

A Vision for a Successful Sales Strategy Video	How to Manage Your Sales Strategy for Greater Sales and Profits -Video
Anatomy of Start Up Hardcover	Lean Mean Machine-Audio
Business Plan Guide 3-Ring	Mackay on Customer Service
Business Plan Video	Managing People Video
Closing The Deal Video	Managing Your Time Video
Creating A Winner	Marketing Plan Guide 3-Ring
Customer Service Through Quality Video	Maximize Cash Flow Video
Customer Service Video Series- Are Your Customers Happy	More Sales More Profit Video
Customer Service Video Series- Create A Company Customers Will Love	101 Proven Ideas Paperback
Customer Service Video Series- 25 Best Customer Service Ideas	Raising Capital Video
Deal With Buying Objections Video	Run a Small Company Part 1 Video
Do It Yourself Marketing	Run a Small Company Part 2 Video
Effective Follow Up Video	Run a Small Company Part 3 Video
Effective Sales Calls Video	Run a Small Company Part 4 Video
Family Business Video	Start Your Business Guide
Home Business Video	Start Your Own Business Video
How To Find New Customers	Successful Sales Relations Video
Growing The Company Video	10 Step Reprint Collection
Guide to Starting Your Own Business	301 Great Ideas Paperback
	Tim Perry's Business Plan Pro

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Women in Business Video

Inc. Business Resources Discontinued

Profit in Tough Times Video

ADAMS MEDIA CORPORATION

Accounting for New Businesses

Adams Streetwise Customer Focused Selling

Adams Streetwise Do It Yourself Advertising

Adams Streetwise Independent Consulting

Businesses You Can Start Almanac

How to Become Successfully Self-Employed

Marketing Magic

Selling 101

Service, Service, Service

Start and Operate a Successful Small Business

Streetwise Complete Business Plan

Streetwise Small Business Start-Up

The Small Business Legal Kit with CD-ROM

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DIRECTORY OF SBA PUBLICATIONS & VIDEOTAPES

BEGINNING JULY 1, 1999 AVAILABLE at <http://www.sba.gov>

EMERGING BUSINESS SERIES

TRANSFERRING MANAGEMENT/FAMILY BUSINESS # EB01

Help your family business successfully survive the transfer of ownership from generation to generation. Proper planning is the key.

MARKETING STRATEGIES FOR GROWING BUSINESS # EB02

Unravel the mystery of marketing -- putting the customer first -- and discover practical marketing approaches to budgeting, layout and design, copy-writing, media analysis and more.

MANAGEMENT ISSUES FOR GROWING BUSINESS # EB03

Learn to examine the marketplace environment and create employment and profit opportunities that provide growth and financial viability to your business through effective management.

HUMAN RESOURCE FOR GROWING BUSINESS # EB04

Uncover the characteristics of an effective personnel system and training program. Learn how these functions come together to build employee trust and productivity.

AUDIT CHECKLIST FOR GROWING BUSINESS # EB05

Designed with the small business in mind, this audit checklist helps the entrepreneur conduct a comprehensive search for existing and potential problems and opportunities.

STRATEGIC PLANNING FOR GROWING BUSINESS # EB06

Strategic planning is not just for big business. Learn to effectively match your business' strengths to available opportunities by developing a clear mission statement, goals and objectives.

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FINANCIAL MANAGEMENT FOR GROWING BUSINESS

EB07

Develop a comprehensive financial plan outlining the assets, debts and current and future profit potential of your business through effective financial management.

FINANCIAL MANAGEMENT

ABC's OF BORROWING

FM01

This best seller tells you what lenders look for and what to expect when borrowing money for your small business.

Elementos Basicos Para Pedir Dinero Prestado

FM01s

Esta publicación le da a conocer lo que los prestatarios buscan y lo que esperan de usted cuando pide dinero prestado para su pequeno negocio.

UNDERSTANDING CASH FLOW

FM04

The owner/manager is shown how to plan for the movement of cash through the business and thus plan for future requirements.

A VENTURE CAPITAL PRIMER FOR SMALL BUSINESS

FM05

Learn what venture capital resources are available and how to develop a proposal for obtaining these funds.

BUDGETING IN A SMALL SERVICE FIRM

FM08

Learn how to set up and keep sound financial records. Study how to effectively use journals and ledgers and charts to increase profits.

RECORDKEEPING IN A SMALL BUSINESS

FM10

November 1999

Need some basic advice on setting up a useful record keeping system? This publication describes how.

PRICING YOUR PRODUCTS AND SERVICES PROFITABLY # FM13

Discusses how to price your products profitably, plus various pricing techniques and when to use them.

FINANCING FOR SMALL BUSINESS # FM14

Learn how, when and where to find capital for business needs including step-by-step instructions.

MANAGEMENT AND PLANNING

PROBLEMS IN MANAGING A FAMILY-OWNED BUSINESS # MP3

Specific problems exist when attempting to make a family-owned business successful. This publication offers suggestions on how to overcome these difficulties.

BUSINESS PLAN FOR SMALL MANUFACTURERS # MP04

Designed to help an owner/manager of a small manufacturing firm, this publication covers all the basic information necessary to develop an effective business plan.

BUSINESS PLAN FOR SMALL CONSTRUCTION FIRMS # MP05

This publication is designed to help an owner/manager of a small construction company pull together the resources to develop a business plan.

PLANNING AND GOAL SETTING FOR SMALL BUSINESS # MP06

Learn proven management techniques to help you plan for success.

BUSINESS PLAN FOR RETAILERS # MP09

November 1999

Business plans are essential road maps for success. Learn how to develop a business plan for a retail business.

BUSINESS PLAN FOR SMALL SERVICE FIRMS

MP11

Outlines the key points to be included in the business plan of a small service firm.

CHECKLIST FOR GOING INTO BUSINESS

MP12

This is a must if you're thinking about starting a business. It highlights the important factors you should know in reaching a decision to start your own business.

LISTA PARA COMENZAR SU NEGOCIO

MP12s

Esta publicación es necesaria si usted está pensando en comenzar un negocio. Demuestra los factores importantes que usted debe de conocer antes de tomar la decisión de comenzar su propio negocio.

HOW TO GET STARTED WITH A SMALL BUSINESS COMPUTER

MP14

Helps you forecast your computer needs, evaluate the alternatives and select the right computer system for your business.

THE BUSINESS PLAN FOR HOME-BASED BUSINESS

MP15

Provides a comprehensive approach to developing a business plan for a home-based business.

HOW TO BUY OR SELL A BUSINESS

MP16

Learn several techniques for determining the best price to buy or sell a small business.

DEVELOPING A STRATEGIC BUSINESS PLAN

MP21

This best seller helps you develop a strategic action plan for your small business.

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INVENTORY MANAGEMENT # MP22

Discusses the purpose of inventory management, types of inventories, record keeping and forecasting inventory levels.

SELECTING THE LEGAL STRUCTURE FOR YOUR BUSINESS # MP25

Discusses the various legal structures that a small business can use in setting up operations. It identifies types of legal structures and the advantages and disadvantages of each.

EVALUATING FRANCHISE OPPORTUNITIES # MP26

Evaluate franchise opportunities and select the business that's right for you.

SMALL BUSINESS RISK MANAGEMENT GUIDE # MP28

This guide can help you strengthen your insurance program by identifying, minimizing and eliminating business risks.

CHILD DAY-CARE SERVICES # MP30

An overview of the industry, including models of day-care operations.

HANDBOOK FOR SMALL BUSINESS # MP31

Handy information for getting started - in a new publication developed by the SBA's Service Corps of Retired Executives (SCORE).

HOW TO WRITE A BUSINESS PLAN # MP32

What you need to know to write a good plan at the start. It can save your business down the line.

MARKETING

CREATIVE SELLING: THE COMPETITIVE EDGE # MT01

Explains how to use creative selling techniques to increase profits.

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MARKETING FOR SMALL BUSINESS: AN OVERVIEW # MT02

Provides an overview of marketing concepts and contains an extensive bibliography of sources covering the subject of marketing.

RESEARCHING YOUR MARKET # MT08

Learn inexpensive techniques that you can apply to gather facts about your customer base and how to expand it.

SELLING BY MAIL ORDER # MT09

Provides basic information on how to run a successful mail order business. Includes information on product selection, pricing testing and writing effective advertisements.

ADVERTISING # MT11

Advertising is critical to the success of any small business. Learn how you can effectively advertise your products and services.

PRODUCTS/IDEAS/INVENTIONS

IDEAS INTO DOLLARS # PI01

This publication identifies the main challenges in product development and provides a list of resources to help inventors and innovators take their ideas into the marketplace.

AVOIDING PATENT, TRADEMARK AND COPYRIGHT PROBLEMS # PI02

Learn how to avoid infringing the rights of others and the importance of protecting your own rights.

PERSONNEL MANAGEMENT

EMPLOYEES: HOW TO FIND AND PAY THEM # PM02

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A business is only as good as the people in it. Learn how to find and hire the right employees.

COMMON SENSE STRATEGIC MANAGEMENT

CASH FLOW # CS01

Controlling your cash before it controls you.

FORECASTING # CS02

Understand where you want to go -- then plan how to get there.

MANAGEMENT CONTROL # CS03

Decide what needs to be done, who will do it, and how you will know when it's done.

TARGET MARKETING # CS04

The key to marketing success -- focus, focus, focus.

TIME MANAGEMENT # CS05

Time is an asset -- once gone, it's gone.

FINANCING # CS06

Use and abuse.

HUMAN RESOURCE MANAGEMENT # CS07

The right personnel for the right reasons.

INVENTORY CONTROL # CS08

Inventory control = profit control.

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MARKETING COMMUNICATIONS

CS09

How much & why.

CREDIT & COLLECTIONS

CS10

Easy to put out; hard to get back.

STRATEGIC ANALYSIS

CS11

The sum of the parts equal more than the whole.

MKS -- Management Knowledge Systems

CS12

Turning people, process and technology into knowledge.

VIDEOTAPES

AVAILABLE IN BICs ESTABLISHED BEFORE JULY 1, 1999

Each VHS videotape below comes complete with a workbook.

MARKETING: WINNING CUSTOMERS WITH A WORKABLE PLAN

VT01

Take advantage of this easy-to-follow course and develop the marketing plan designed to meet your goals. Developed by two of the country's leading small business marketing experts, this hands-on program offers a step-by-step approach to writing the best possible marketing plan for your business.

THE BUSINESS PLAN: YOUR ROAD MAP TO SUCCESS

VT02

Learn the essentials of developing a business plan that will lead you to capital, growth and profitability. This video teaches you what to include, what to omit, and how to get free help from qualified consultants when developing your business plan.

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PROMOTION SOLVING THE PUZZLE

VT03

Master the components that make a successful promotional campaign -- advertising, public relations, direct mail and trade shows. This videotape shows you how to put the pieces together. Learn how to choose the best advertising medium for your needs, and much more.

HOME-BASED BUSINESS: A WINNING BLUEPRINT

VT04

This practical program examines the essentials of operating within a productive and profitable home-based business -- from designing your home office and avoiding isolation to networking strategies and building an image that gets you taken seriously.

BASICS OF EXPORTING

VT05

This videotape shows you how to open the doors to international markets. This tape provides information on: getting your goods overseas, payment mechanisms, selling and distributing overseas, international marketing and sources of financial assistance.

REFERENCE BOOKS

AVAILABLE FOR BICS -- 2000

INTERNET FOR DUMMIES by John R. Levine, Carol Baroudi & Margaret Levine Young, is a user-friendly book with information for hooking up with local and national Internet providers. It also teaches users how surf the Net, join electronic mailing lists, and use the search systems to find favorite topics. There is also a chapter on surfing the Net by using Netscape or Internet Explorer

WINDOWS FOR DUMMIES by Andy Rathbone, is a user-friendly book where a user will find information on the new, improved version of Windows 95. It teaches them how to make older versions of DOS and Windows programs work under Windows 95, as well as steps for tasks the user used to do in Windows 3.1. It also teaches users how to customize the Windows 95 desktop to fit their needs. Users will be taught how to use the Windows 95 Plug and Play feature. They also able to learn how to play CD-ROMs, videos, sounds and music.

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WORKING SOLO by Terri Lonier

The Real Guide to Freedom and Financial Success With Your Own Business -- This easy- to-read guide is a detailed road map to solo success whether you're a self-employed newcomer or a seasoned pro. Its pages are packed with professional hints, money=saving tips and proven techniques to help you: choose the solo business perfect for you; get money for your business without going to a bank; develop cost-effective marketing; join forces with other independents; hire associates and employees on your own terms; painlessly manage bookkeeping, taxes, and insurance; design your business so it stays fresh, exciting and profitable.

HOW TO MARKET A PRODUCT FOR UNDER \$500 by Jeffrey Dobkin

A Step-By-Step Action Manual for Marketing a Product Nationally Without Phone Calls -- Find out how to figure out and write your own entire marketing/publicity plan in one evening; execute your publicity campaign in entirety the next day; increase the chance your press release will be published from 5% to 80%; how to get your product in catalogs; how to use your library's best marketing reference guides; the best and worst months to advertise.